

# CONTRACT



**WIVB**  
**2077 Elmwood Ave.**  
**Buffalo, NY 14207**  
**(716) 874-4410**

And:

**Red Horse Strategies**  
**55 Washington Street**  
**Suite 624**  
**Brooklyn, NY 11201**  
**USA**

<u>Contract / Revision</u> 950529 /		<u>Alt Order #</u> 25324780
<u>Product</u> <b>Issue</b>		
<u>Contract Dates</u> <b>10/06/16 - 10/17/16</b>	<u>Estimate #</u>	
<u>Advertiser</u> <b>POL/Fund for Great Public Schools</b>		<u>Original Date / Revision</u> 10/05/16 / 10/05/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> <b>WIVB</b>	<u>Account Executive</u> Katz Washington	<u>Sales Office</u> Katz/Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WIVB	10/06/16	10/07/16	Price Is Right	M-F 11a-12p		:30				NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/03/16	10/09/16	---TF--	2			\$950.00					
N 2	WIVB	10/10/16	10/14/16	Price Is Right	M-F 11a-12p		:30				NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/10/16	10/16/16	MTWTF--	5			\$950.00					
N 3	WIVB	10/17/16	10/17/16	Price Is Right	M-F 11a-12p		:30				NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/17/16	10/23/16	M-----	1			\$950.00					
N 4	WIVB	10/06/16	10/07/16	M-Su 11-1135p	M-Su 11-1135p		:30				NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/03/16	10/09/16	---TF--	2			\$1,500.00					
N 5	WIVB	10/10/16	10/14/16	M-Su 11-1135p	M-Su 11-1135p		:30				NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/10/16	10/16/16	MTWTF--	5			\$1,500.00					
N 6	WIVB	10/17/16	10/17/16	M-Su 11-1135p	M-Su 11-1135p		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/17/16	10/23/16	M-----	1			\$1,500.00					
N 7	WIVB	10/08/16	10/16/16	M-Su 11-1135p	M-Su 11-1135p		:30				NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/03/16	10/09/16	-----SS	2			\$1,100.00					
Week:		10/10/16	10/16/16	-----SS	2			\$1,100.00					
N 8	WIVB	10/06/16	10/07/16	LF M-F The Late Show	LF M-F The Late S		:30				NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/03/16	10/09/16	---TF--	2			\$650.00					
N 9	WIVB	10/10/16	10/14/16	LF M-F The Late Show	LF M-F The Late S		:30				NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/10/16	10/16/16	MTWTF--	5			\$650.00					
N 10	WIVB	10/17/16	10/17/16	LF M-F The Late Show	LF M-F The Late S		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/17/16	10/23/16	M-----	1			\$650.00					
N 11	WIVB	10/09/16	10/16/16	NFL Today	NFL Today		:30				NM	2	\$10,000.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LIN Television Corporation does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on LIN Television Corporation stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/03/16	10/09/16	-----S				1	\$5,000.00				
Week:		10/10/16	10/16/16	-----S				1	\$5,000.00				
N 12	WIVB	10/06/16	10/07/16	M-F News 4 @ 6pm	M-F News 4 @ 6pm		:30				NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/03/16	10/09/16	---TF--				2	\$1,500.00				
N 13	WIVB	10/10/16	10/14/16	M-F News 4 @ 6pm	M-F News 4 @ 6pm		:30				NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	MTWTF--				5	\$1,500.00				
N 14	WIVB	10/17/16	10/17/16	M-F News 4 @ 6pm	M-F News 4 @ 6pm		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	M-----				1	\$1,500.00				
N 15	WIVB	10/06/16	10/07/16	M-F Early Show 7a-9a	M-F Early Show 7a		:30				NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/03/16	10/09/16	---TF--				2	\$650.00				
N 16	WIVB	10/10/16	10/14/16	M-F Early Show 7a-9a	M-F Early Show 7a		:30				NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	MTWTF--				5	\$650.00				
N 17	WIVB	10/17/16	10/17/16	M-F Early Show 7a-9a	M-F Early Show 7a		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	M-----				1	\$650.00				
N 18	WIVB	10/06/16	10/07/16	M-F 9a-10a	9a-10a		:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/03/16	10/09/16	---TF--				2	\$350.00				
N 19	WIVB	10/10/16	10/14/16	M-F 9a-10a	9a-10a		:30				NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	MTWTF--				5	\$350.00				
N 20	WIVB	10/17/16	10/17/16	M-F 9a-10a	9a-10a		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	M-----				1	\$350.00				
<b>Totals</b>								<b>0.00</b>				<b>54</b>	<b>\$59,200.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/17/16	54	\$59,200.00	(\$8,880.00)	\$50,320.00
<b>Totals</b>	<b>54</b>	<b>\$59,200.00</b>	<b>(\$8,880.00)</b>	<b>\$50,320.00</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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